

DEADLINE	CHECK LIST	LOCATION
Prior to Show	Register for Badges & Book Hotel Reservations	NAMM.org
May 13	Final Booth Payment Due	NAMM.org
May 28	Registered Buyer List available	Available once logged into NAMM.org
June 12	Exhibitor Appointed Contractor (EAC) Form & Certificate of Insurance Submittal	Forms & Brochures
Prior to Show	Insurance for Purchase	Products & Services
June 18	Deadline for Hotel Reservations at NAMM Discounted Rates	NAMM.org Hotel & Travel Info
June 19	Carpet and Booth Furnishings	Freeman Online Discount Deadline Products & Services
June 19	Cleaning Services	Freeman Online Discount Deadline Products & Services
June 19	Display Labor	Freeman Online Discount Deadline Products & Services
June 19	Sound Room Rental	Freeman Online Discount Deadline Products & Services
June 19	Electrical	Products & Services
June 19	Hanging Signs	Products & Services
June 19	Telephone/Networking	Products & Services
June 19	Booth Security	Products & Services
June 24	Deadline to Order FREE Badges	NAMM.org Badge Registration
June 26	Audio Visual Services	Freeman Online Discount Deadline Products & Services
Prior to Show	Booth Food & Beverage	Products & Services
Prior to Show	Lead Retrieval	Products & Services
Prior to Show	Plant & Floral Rental	Products & Services

SHOW MOVE-IN***Hall A, B, All Meeting Rooms**

Tuesday, July 7	8:00am – 5:00pm	Per Freight Target Plan
Wednesday, July 8	8:00am – 6:00pm	Per Freight Target Plan
Thursday, July 9	7:00am – 9:00am	Per Freight Target Plan (Last In/First Out Booths ONLY)

***IMPORTANT:** Refer to the Freight Target Floor Plan for specific move-in days and time. If you arrive off target, that affects your complimentary material handling package.

Send schedule changes or questions to:

Bobby Hackett
Freeman
Bobby.Hackett@freemanco.com

SHOW DAYS & HOURS

Thursday, July 9	10:00am – 6:00pm
Friday, July 10	10:00am – 6:00pm
Saturday, July 11	10:00am – 4:00pm

SHOW MOVE-OUT*

Saturday, July 11	4:01pm – 10:00pm
Sunday, July 12	8:00am – 12:00pm

***All carriers must check in by 10:00am on Sunday, July 12, 2015. All exhibitor materials must be removed from the exhibit facility by Sunday, July 12, 2015 at 12:00 PM.**

NAMM SHOW OFFICE/FREEMAN SERVICE DESK HOURS

Move-in	Tuesday, July 7	8:00am – 5:00pm
Move-in	Wednesday, July 8	8:00am – 6:00pm
Show Day 1	Thursday, July 9	8:00am – 6:00pm
Show Day 2	Friday, July 10	8:00am – 6:00pm
Show Day 3/Move-out	Saturday, July 11	8:00am – 9:00pm
Move-out	Sunday, July 12	8:00am – 12:00pm

MARSHALING YARD

615 Nestor Street
Nashville, TN 37210

**All van lines and common carriers must check in at the Freeman Marshaling Yard

POV (Privately Owned Vehicles)

POVs are considered to be any vehicle that is primarily designed to transport passengers, not cargo or freight. Example: pick-ups, passenger vans, taxis, limos, etc. Review the Target Freight Plan and Marshaling Yard Map for more details on POV pick-up/drop off locations and details.

VERY IMPORTANT: Make sure to review all move-in and move-out guidelines located in the Freeman section of this Exhibitor Service Manual.

BADGES

Visit NAMM.org / Summer NAMM / Badge Registration for details on attendance policy and badge registration.

BOOTH CLEANING

Booth cleaning is not included with your booth package. If you need your booth vacuumed prior to show opening, you must order cleaning service provided by Freeman. Order online to receive additional discount pricing.

BOOTH FOOD & BEVERAGE SERVICE

The Music City Center retains the exclusive right to provide, control and maintain all food and beverage services within the Music City Center. All food and beverage must be ordered through them. Alcohol is prohibited on the show floor during move-in and move-out. If you would like to order catering for your booth, you will find the Booth Catering Form in this manual. You can also email jenny.brewer@NashvilleMCC.com with questions.

BOOTH OCCUPANCY

Your booth must be staffed and open for business during regular show hours. You may not dismantle your booth prior to show close. Failure to adhere to these rules may result in a fine and/or losing priority status at future trade shows.

BOOTH PACKAGE

[CLICK HERE FOR BOOTH PACKAGE DETAILS](#)

Not Included with Standard Exhibit Booth:

- Floor Covering or Carpet – This is required for all exhibitors. Non-compliance will affect future booth assignment. NAMM Show aisle carpet is grey and drape is black.
- Electrical
- Booth Furnishings
- Booth Cleaning
- Any additional services/booth construction

BOOTH REGULATIONS

Exhibitors must follow the booth regulations set forth in this service manual and make note of all height and construction information. Booth designs must be approved by Fire Marshal, Structural Engineer and NAMM and all new booth designs should be submitted to NAMM before June 26th. Please note: Exhibitors will need to re-submit booth designs previously approved for past NAMM shows. If you need to submit a booth construction for approval or variance request to NAMM, please send to annnc@namm.org.

BUSINESS CENTER

There is a UPS Store Business Center located at the Music City Center. Normal business hours are Monday through Friday 9:00 AM – 5:00 PM. This center offers printing services, computer and copier rentals and shipping. Please note shipping through Freeman will be more cost effective as UPS may have additional handling/storage fees.

CHILDREN

Children under the age of 18 are not allowed on the show floor during move-in or move-out. Children are allowed on the show floor on show days only and must be supervised. Baby strollers are prohibited in the convention center at all times.

DEMONSTRATIONS

Refer to the Sound and Demonstration Policy located within this Exhibitor Service Manual.

EARLY EXHIBITOR/BUYER APPOINTMENTS

Exhibitors are allowed to escort Buyers to their booth for early morning meetings on show days from 8:00am – 10:00am. All parties must be credentialed with photo ID's and must stay within their contracted booth space. For meetings involving more than five buyers, exhibitors need to make special arrangements with NAMM's Trade Show Sales Team by calling (760) 438-8001.

EXHIBITOR APPOINTED CONTRACTOR (EAC)

EAC's include, but are not limited to installation and dismantle contractors, booth designers and builders, non-official florists, furniture suppliers, piano movers, laborers or any individual who is not a full-time employee of your company. All EAC's must adhere to local union jurisdictions. If utilizing an EAC, exhibitors must submit form to NAMM no later than June 12, 2015. IMPORTANT: All Exhibitors are responsible for ensuring that any EAC's they hire and bring into the show have the proper insurance. Insurance requirements are located within this Service Manual.

EXHIBIT HALL

The Music City Center is located at 700 Korean Veterans Blvd, Nashville, TN 37203. Summer NAMM exhibits are in Halls A-B.

ELECTRICAL

Electrical is not included with your booth package. If you need to order electrical for your booth, all orders must be arranged through the Music City Center. Plan ahead and order before the deadline to receive discount pricing.

EXHIBIT SPACE PAYMENT

Exhibitors with outstanding exhibit space payments will not be permitted to move-in and set-up. Exhibitors are responsible for assuring that their exhibit space has been paid in full prior to the show. The booth payment deadline is May 13, 2015

FREIGHT SHIPPING ADDRESSESAdvance Warehouse

Freeman will receive shipments June 5, 2015 – June 30, 2015 without additional late deadline charge.
(Warehouse materials are accepted at the warehouse Monday – Friday, between hours of 8:00am – 3:30pm)

Exhibiting Company Name

2015 Summer NAMM

Booth# _____

C/o Freeman

1701 Lebanon Pike Circle

Nashville, TN 37210

Show site Shipping Address

Refer to Freight Target Move-in Map for date and time

Exhibiting Company Name

2015 Summer NAMM

Booth# _____

C/o Freeman

Music City Center

700 Korean Veterans Blvd

Nashville, TN 37203

HAND-CARRY/POV

Refer to the Freight Target Plan and Marshaling Yard information in this manual for more information on hand-carry and POV (personally owned vehicle) instructions.

HAZING POLICY

The use of hazing requires approval from Music City Center and NAMM. Please contact NAMM for more details.

HOTEL & TRAVEL

Book your hotel as soon as possible - rooms do fill up quickly. Check out NAMM.org/Summer NAMM to see all hotel and travel options, rates and discounts available for all NAMM members.

INFLATABLES & BALLOONS

Inflatables & balloons are not permitted in the MCC without prior written approval.

INSURANCE

Proof of insurance for the show is mandatory. NAMM does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies (see booth space contract). Exhibitors must maintain insurance that meets the requirements outlined in this manual and on your booth space contract. If you already have compliant coverage through your own provider, make sure to email that COI to sales@rainprotection.net and bring a copy of the certificate with you to the show. If you do not have coverage, it can easily be secured through Rain Protection at a negotiated rate provided to NAMM exhibitors. Contact sales@rainprotection.net for more details. See sample certificates of insurance and insurance order form in manual under Forms & Brochures.

LASER REGULATION

The FDA will be monitoring regulatory compliance of Laser Light Show Manufacturers and other operators of Laser Light Shows throughout the show. If you have any questions about compliance please contact erinc@namm.org.

LABOR

Full time employees of the exhibiting companies may set their own exhibits without the assistance of the Local Stagehand Union. Any labor services that may be required beyond what your regular full time employees can provide must be rendered by the Union or an EAC. Labor can be ordered in advance or at show site from the Freeman Service Center, located at the back of Hall B.

LATE SET-UP

All late set-ups must be approved by NAMM show management as Emergency Medical Technicians must be present in the building. If you are unable to stay within the booth set-up times, alert show management immediately either pre-show or onsite at the Exhibitor Help Desk, located at the back of Hall A. Floor managers will be maintaining the hall during set-up days/hours and can answer any questions regarding this policy.

LIGHT PROJECTION

The projection of light or laser in any form onto any part of the building or other exhibits must be pre-approved by NAMM Show Management. Flashing or neon lighted signs or electronic displays or sound-emitting devices must be constructed or controlled in a manner that will not interfere with or constitute a nuisance to other exhibitors or attendees.

MARSHALING YARD

Located: 615 Nestor Street, Nashville, TN 37210

PIANO MOVE-IN/OUT

All exhibitors bringing in and assembling pianos should work with licensed piano movers. Piano movers are considered an EAC; therefore Exhibitors must complete an EAC form and submit to NAMM. The EAC must also obtain the required insurance outlined in this Exhibitor Service Manual. NOTE: Freeman will not move pianos in or out of the facility.

PERFORMANCES

Refer to the Sound & Demonstration Policy and Security Page located within this Exhibitor Service Manual.

PRESS/PR

Review the Publicity Information page in this service manual for tips, suggestions and valuable information on effective PR outreach before and during Summer NAMM.

PRODUCT GIVEAWAYS/ NO SELLING

NAMM is a trade-only event. With the exception of giveaways and samples, there is absolutely no selling allowed on the show floor.

PRODUCT REMOVAL

Material Release Passes are required for attendees to carry items off the show floor during show hours. This includes removing an instrument or other product off the show floor by a person other than the exhibiting company staff. Passes may be obtained by Exhibitors ONLY at the Exhibitor Help Desk, located at the back of Hall A. Exhibiting companies may remove product from the show floor during show hour provided the product matches the brand name on the badge and a corresponding photo ID is provided. Over-the-counter cash/credit card transactions are prohibited.

PROMOTIONAL DISTRIBUTION

Distribution of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's own exhibit space. Signs or advertising devices shall not be displayed outside of each exhibitor's own space. If you have any questions relating to this subject or would like more information on outside advertising, please contact NAMM Show Management.

RETAILER FREIGHT PICK-UP

Retailers picking up material at close of show will be treated as any other carrier. Exhibitors must have product labeled, packed and ready to ship with a completed MHA (Bill of Lading) returned to the Freeman Service Desk when

authorizing freight release to retailers. Retailers must check in at the marshaling yard and will be directed to the dock area when the Exhibitor's shipment is packed and ready. Non-Exhibitors and minors are not allowed on the show floor during move-out.

R&B LOUNGE

The R&B Lounge is reserved exclusively for Exhibitors and Buyers to have small, quiet meetings and talk away from the show floor. Other features include email stations, copy services (limited copies), boarding pass printing, wifi and small meeting tables. This is available during show days/hours only and is located in Lobby A near the food court.

SECURITY

NAMM makes every effort to provide protection for exhibitors' merchandise and displays. Perimeter guard service on a 24-hour basis to include move-in, show days and move-out is put in place. While these measures are implemented to safeguard your property, neither NAMM Show Management, the Music City Center, security contractor, drayage contractor, decorator, nor any of their officers, agents or employees assumes any responsibility for such property, loss or theft. To order overnight booth security, go to the Products & Services section of this Online Exhibitor Service Manual.

SMOKING

Smoking is strictly prohibited inside the Music City Center exhibit hall, lobbies and meeting rooms during move-in, move-out and all show days.

SOUND POLICY

Refer to the Sound and Demonstration Policy within this Exhibitor Service Manual.

STICKERS

Any exhibitor placing stickers on NAMM signage or the Music City Center property will be charged accordingly for the defacement of the property.

STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.



General Show Information

JULY 9 – 11, 2015 • MUSIC CITY CENTER • NASHVILLE, TENNESSEE

TELEPHONE & INTERNET SERVICES

Telephone and Internet are not included with your booth package. If you require these services, please refer to the Music City Center order form in this manual.

USE OF AISLES AND COMMON AREAS

In the interest of safety and aesthetics and to prevent congestion in common areas, Exhibitors must limit and confine its activities, solicitation efforts and the distribution of promotional materials, products, literature and displays to the confines of its exhibit space.



5790 Armada Drive, Carlsbad, CA 92008 • Phone: 760.438.8001 Fax 760.438.7327 • www.namm.org

Audio-Visual & Computer

FREEMAN AUDIO VISUAL SOLUTIONS
4545 West Davis St
Dallas, TX 75211
(214) 337-5984

Catering

MUSIC CITY CENTER
201 5th Avenue South,
Nashville, TN 37203
Jenny.brewer@NashvilleMCC.com

Electrical, Lighting & Telephone

MUSIC CITY CENTER ELECTRICAL
201 5TH Avenue South
Nashville, TN 37203
(615) 401-1440

Florist

RICHARDS CONVENTION FLORIST, LLC
(dba Teasley's Convention Florist)
7159 Old Hickory Blvd.
White Creek, TN 37189-9160
(615) 876-3695

Hostess

JUDY VENN & ASSOCIATES INC.
3183-F Airway Avenue, Suite 118
Costa Mesa, CA 92626
(800) 553-8855
(714) 957-8300

Insurance (Exhibitor & EAC)

RAINPROTECTION INSURANCE
(800) 528-7975
sales@rainprotection.net

Lead Retrieval

EXPERIENT
5202 Presidents Court, Suite 310
Fredrick, MD 21703
Matt.dunn@experient-inc.com
(888) 889-4674

Security

MUSIC CITY CENTER SECURITY
201 5th Avenue South
Nashville, TN 37203
(615) 401-1440

Service Contractor / Freight

FREEMAN
1701 Lebanon Pike Circle
Nashville, TN 37210
(615) 884-5785

Shipping (Ground & Domestic Air)

FREEMAN AIR
1701 Lebanon Pike Circle
Nashville, TN 37210
(615) 884-5785

Shipping (International)

KUEHNE + NAGEL
20000 S. Western Ave.
Torrance, CA 90501

Armin Zertor (310) 213-4347
Armin.zertor@kuehne-nagel.com

Robert Rodriguez (310) 259-8149
Robert.rodriguez@kuehne-nagel.com

Telephone / Networking/Data Services

MUSIC CITY CENTER TECHNOLOGY
201 5th Avenue South
Nashville, TN 37203
(615) 401-1440

Attendance Qualification

- The Summer NAMM show is open to qualified members of the trade.
- Attendees must be active NAMM members or invited by an active NAMM member to attend.
- Authorized NAMM member companies may register family members under the age of 18. Parents/legal guardians of underage attendees must complete a Minor Waiver Release of Liability in order to receive badge confirmation. Underage attendees are only permitted on the show floor during show hours and must be accompanied at all times.
- All NAMM attendees must provide a matching photo ID to gain entry to the trade show floor.

Badges

- Pre-registration (free to active NAMM members) is open March 25 – June 24.
 - Set badge allotment applies to all active Members
 - \$50-\$100 late fee applies after the June 24th deadline and throughout the show days, depending on badge type.
- Pre-register for your badge and pick it up onsite using a printed or mobile device badge confirmation
- A \$100 badge reprint fee applies on all show days. Limit 1 reprint per person. Subject to NAMM approval.
- Badge additions and/or changes take place at Main Registration on Level 2 of the Music City Center. Available to NAMM members only. Guests of members may not change or add badges.
- All fees processed after the free badge deadline are non-refundable and non-transferable.

Entrance>Show Floor

- Baby strollers and/or joggers are not permitted on the show floor - No Exceptions.
- Attendees are not permitted to bring personally owned instruments onto the show floor. Only exhibitors may bring music product on and off the show floor.

Non-Exhibiting Manufacturer

To support the Summer NAMM exhibitor company's investment, there are strict guidelines which all non-exhibiting manufacturers are expected to adhere to while at the Summer NAMM show. Non-exhibiting manufacturer badges are for viewing The Summer NAMM Show for future exhibiting opportunities only, no selling allowed. Adherence to the following guidelines is required and any violation may result in prohibiting admission to the show for the remaining days, as well as future NAMM trade shows.

- Approaching attendees or exhibitors at The Summer NAMM Show is strictly prohibited. This includes, but is not limited to, The Music City Center or any hotel within the Summer NAMM housing block, with the purpose of selling or demonstrating products and services.
- Product samples, catalogs, flyers, brochures, product drawings, photos, videos, computer presentations or any other representation of items or services for sale, for the purpose of displaying, showing or selling to a show buyer or exhibitor is strictly prohibited. The above is subject to confiscation if caught by NAMM staff or security.
- Showrooms, hospitality suites, special presentations or sponsorship of any activity is prohibited by non-exhibiting manufacturers or service providers anywhere in the city or surrounding area during The Summer NAMM Show.

Security/ Lost & Found

- NAMM strongly encourages all exhibitors and show attendees to take care and not leave product or personal belongings unattended at any time.
- Lost and found can be contacted at the NAMM Exhibitor Help Desk, located at the back of Hall A or at the Music City Center security office.
- If you observe something suspicious, please contact show security or show management immediately. Attendees can pick up any building phone and speak to an operator and they will connect you with the security office.

Press Photo Consent

- NAMM is permitted to use the name, likeness or biographical information supplied by the attendee and attendee grants permission for photos taken at NAMM events to be used in any NAMM publication, multimedia production, display, advertisement or web publication.

NAMM reserves the right to refuse admission and revoke your badge at any time. Transfer, sale or duplication of your badge in any way is prohibited. Matching photo ID is required to gain entry to the trade show floor.

For badge questions, please contact:

Toll Free: 800.767.6266

Local: 760.438.8001

registration@namm.org

Summer NAMM is a trade show for buyers and sellers of music products to conduct business in leased booth space. Part of that business is trying out the music products; however, there are parameters by which this can be done within the booth space while providing a safe and business-friendly environment on the show floor. NAMM is committed to providing a successful environment for its members to do business, and the following outlines how this intends to be accomplished.

The following policy must be adhered to and will be enforced by NAMM at all times throughout the show:

- Sound level may not exceed 85 decibels as determined by the Summer NAMM Floor Management Team.
- Demonstrations may not exceed 5 minutes, impede aisle space or cause disruption to neighboring booths. Exhibitor is responsible for receiving the proper approval from Summer NAMM Management and securing crowd-control staff.

2015 Summer NAMM Show POLICY ENFORCEMENT PROCEDURE

1. An Exhibitor or attendee in violation of this policy will receive a **verbal warning** by the Summer NAMM Floor Management Team
2. If the Exhibitor continues to violate this policy, a **written warning** will be delivered by the Summer NAMM Floor Management Team
3. If an attendee continues to violate this policy, their **badge will be removed** for the remainder of the show
4. If the Exhibitor continues to violate this policy despite the two official warnings, the **booth will be closed** for the remainder of the day
 - Electrical power will be removed, if applicable
 - Drape will be placed at the front of the booth along with a sign stating, "Closed due to sound level violation"
5. If a violation continues the following day, the booth will be permanently closed and/or removed from the show floor for the remainder of the show. (Booth fees are non-refundable.)

Please be advised that Exhibitors receiving three sound violations will jeopardize their booth location at future NAMM trade shows. Complaints of sound regulation violations may be made directly to the Summer NAMM Floor Management Team or reported to the Show Office. Please contact your NAMM business partner for more tips and options to help control your sound at the show.

Steps NAMM Takes to Help Support a Positive Musical Experience in a Business Environment for Everybody

- Categorize the show floor by product types to place products of similar volume together
- Arrange booths and aisles in a way that provides "buffer" zones to help alleviate sound issues among exhibiting neighbors
- Provide earplugs for attendees and Exhibitors to utilize during the show
- Enforce the maximum decibel level at 85 so all booths demo instruments at a "background" level and not at full volume
- Provide demo rooms at no cost — schedule ahead of time with Summer NAMM Show Management (check your Exhibitor Service Manual for details)
- Provide options for sound-absorbing booth materials—affordable rentals available through Freeman (check your Exhibitor Service Manual for details)

Steps Exhibitors Can Take to Help Support a Positive Musical Experience in a Business Environment for Everybody

- Utilize sound rooms, shields, and sound-absorption material in booth construction
- Utilize headphones during demos
- Utilize the Summer NAMM demo rooms, available at no cost
- Do not place demonstration area or demonstration stage on the aisle; manage crowd appropriately
- Do not point speakers into the aisle or other booths; direct them instead into your booth space
- If the demo product is percussion, please remove the drum throne seat in between demos so that attendees do not sit and play in a manner not conducive to background-level sound
- If the product is percussion, use drum brushes versus sticks to help control the level of sound
- Place signs in booth near demo instruments stating the sound level and length of time — ensure attendees adhere to these guidelines
- Notify attendees immediately if they are testing equipment too long or too loud and that the Summer NAMM Floor Management Team may remove their badge for the remainder of the show

PERFORMANCE VS. DEMONSTRATION

- A "performance" is a public entertainment presentation and is prohibited in booth space. Performances are often in private meeting space or outside the Music City Center.
- A "demonstration" is showing the merits of a product or service to a prospective customer and is permitted for five (5) minutes at a time; sound level may not exceed 85 decibels.

NAMM Show Management exercises reasonable care to safeguard exhibitors' property by providing perimeter guard service on a 24-hour basis during move-in, show days and move-out. While these security measures are in place, neither show management, the facility, security contractor, drayage contractor, nor any of their officers, agents or employees are liable for the loss, theft or pilferage of property.

Exhibitors are solely responsible for all of their property at the show.

SECURITY TIPS & RECOMMENDATIONS

- Monitor your booth at all times, including when your product is being delivered
- Ship merchandise in locked trunks or crates. Use a qualified carrier/ forwarder to ensure safe transport
- Inventory your product upon delivery and note any damages or missing items immediately
- Do not list the contents on the outside of your shipping crates/boxes
- Cover your display at the close of show every night with cloth, tarp or sheets whenever possible
- Hire security for your booth overnight. Show security can be reached at Music City Center (615)401-1440.
- Utilize the FREE overnight product lock-up located at the back of Hall B. Space is limited and this is for product only, not booth materials or boxes.
- Valuable items that can be easily removed (laptops, CD players, cameras, small samples, tools, etc.) should not be left out and should be removed when the booth is not staffed
- Always staff your booth during show hours. It's recommended that you stay in your booth at least 30 minutes after the show closes while security clears the show floor. This is high-risk time for stolen product; please use your best judgment in securing valuables at your booth
- Do not leave the booth unattended or unpacked product visible during move-in or move-out. Never store excess merchandise in the empties (crates/cartons) that are stored by the drayage contractor in/outside of the facility
- Remain with your merchandise during move-out until your empties have arrived, goods packed, scaled, labeled and MHA (Bill of Lading) prepared and removed
- Furnish an accurate and complete MHA (Bill of Lading) to Freeman and the shipping company. Freeman responsibility begins when items are picked up at the Exhibitor's booth and terminates upon delivery to the forwarding carrier

MATERIAL RELEASE REQUIREMENTS – During Show Hours

- Material Release Passes are required for attendees to carry items off the show floor during show hours
- This includes removing an instrument or other product off the show floor by a person other than the exhibiting company staff
- Passes may be obtained at the Exhibitor Help Desk on the show floor, located at the back of Hall A.
- Exhibiting companies may remove product from the show floor during show hours provided the product matches the brand name on the badge and a corresponding photo ID is provided
- Over-the-counter cash/credit card transactions are prohibited

VIP/ CELEBRITY APPEARANCE REQUIREMENTS

- Celebrity appearances and other promotions must be staged at the center area of your booth space to avoid impeding business from neighboring Exhibitors and creating hazards in the event of overcrowding the aisles
- Please notify your NAMM account executive with the details of your proposed performance or booth appearance including; proposed event type, celebrity/performer name, date/time, est. attendance
- NAMM will escort VIP/Celebrity to the booth space
- Once at the booth, the Exhibitor is responsible for hiring crowd control security. Show security can be reached at Music City Center (615)401-1440.

HOW TO PROTECT THESE INTANGIBLE ASSETS

NAMM strongly opposes infringement of intellectual property rights and is committed to providing NAMM members with information that may help protect these rights which are an important foundation of the music products industry. NAMM cannot provide legal advice and will not be able to initiate legal actions on behalf of our members. However, NAMM encourages members to take appropriate steps to establish, protect and enforce their intellectual property rights in the United States and in other countries. The following should not be construed as legal advice. NAMM makes no representations, warranties or guarantees as to, and disclaims all responsibility for, the use of the following advice by NAMM members. NAMM encourages its members to seek the advice of legal counsel in order to determine how to best protect its intellectual property.

Why should you protect your intellectual property?

According to government agencies, more than \$500 billion in legitimate global sales is lost each year to counterfeit goods. You may have no legal recourse against imitations if counterfeiters are the first to register your company's name, logo or product design, among other intellectual property, in other foreign countries. Moreover, some make it a business of registering foreign intellectual property assets including domain names for the sole purpose of selling back to the original foreign owner the rights to use that same property in overseas markets.

How should you protect your intellectual property?

NAMM members should consider the following six basic, often cost-effective, steps when securing protection for their intellectual property in domestic and foreign markets.

1. Develop an intellectual property protection strategy and utilize anti-counterfeit devices.

Filing for domestic and international protection can be expensive. However, failing to take timely action to protect your intellectual property rights could jeopardize your realization of any protection at all. Therefore, it is in your company's best interests to develop an overall intellectual property protection strategy that is appropriate for your business. If you are a small or medium-sized American enterprise, you can request through the U.S. Department of Commerce (www.tradeinfo.doc.gov) a free, one-hour consultation with an intellectual property attorney to learn how to protect and enforce your intellectual property rights in the U.S., Brazil, Russia, India, China, Egypt and Thailand. In addition, the U.S. government operates a hotline (866-999-HALT) to counsel businesses on how to protect their intellectual property in the U.S. and in foreign countries. Moreover, think about building anti-counterfeiting devices into your products and packaging. Examples of such tools are Radio Frequency Identification (RFID), low-cost transponder tags, security hologram seals and labels, and light-sensitive ink designs. These anti-counterfeiting devices will help you stay one step ahead of counterfeiters and can assist authorities like Customs and law enforcement officials in preventing violations of your intellectual property rights.

2. Conduct due diligence of potential foreign partners and develop detailed intellectual property provisions for licensing and subcontracting contracts.

Once you are aware of available options to protect your intellectual property, consider conducting due diligence of potential foreign partners and determine where

companies similar to yours have experienced intellectual property problems. Government agencies like the U.S. Commercial Service (www.export.gov) can provide a step-by-step approach to market research and can help you evaluate potential foreign business partners. Furthermore, when establishing business relations with foreign merchants, you may want to obtain local legal counsel to assist in the drafting of contracts that include specific language regarding intellectual property rights, non-disclosure limitations and dispute-settlement procedures, and any language required under the laws of international jurisdictions.

3. Register defensively your intellectual property in key foreign markets, including in countries where infringement is common.

If you do or foresee doing business in foreign markets, especially in countries where intellectual property violations are common, you should strongly consider filing your patents and trademarks and their relevant translations with the appropriate government agency in each country where protection is sought. In some countries, the first party to file an application, even if based on a "proposed use," can prevent others from registering and obtaining legal protections for the same patent or trademark.

Otherwise, any process to challenge another's wrongful registration could cost significant time and money, and there are still no guarantees of a favorable resolution. The World Intellectual Property Organization (www.wipo.int) and the Stop Fakes (www.stopfakes.gov) websites are sources for information on how to apply for intellectual property rights in different countries.

Most countries do not require that you register your copyrights before enforcing them, but registration with the appropriate government agency is strongly recommended because it provides several benefits, such as proof of ownership. However, not every country provides copyright protections. The U.S. Copyright Office (www.copyright.gov) is a good resource for information about the nature of copyright laws and relations amongst the countries that do provide copyright safeguards.

4. Record your registration certificate and licenses with Customs and Border Protection agencies and other administrative bodies.

Once the appropriate government agency approves the registration of your intellectual property, you should consider recording for a reasonable fee your registration certificate along with details of any legitimate licenses with the Customs department in every country in which your intellectual property is protected. Moreover, it may be necessary to record copies of such license agreements with other administrative bodies at both the national and local levels. In most countries, these administrative agencies have the authority to confiscate and destroy counterfeit goods and impose fines. It is recommended that you consult with local counsel to determine the applicable registration and recordation requirements in international jurisdictions.

5. Establish a physical presence to monitor your intellectual property rights.

If your company is doing a large volume of sourcing, manufacturing or selling in a foreign market, consider having at least one business representative present in that foreign country to monitor the activity in the marketplace and to conduct basic market research. Moreover, a local representative can benefit your company by establishing positive community relations that could generate political attention to your own intellectual property issues.

6. Maintain records to effectively enforce your intellectual property rights.

You will have a better chance to prevail in a dispute over intellectual property rights if you maintain sufficient, historical documentation that undoubtedly establishes your entitlement to those rights. Moreover, upon adequate proof of your intellectual property rights, government agencies in most countries will help you enforce your rights in accordance with local laws. For example, in the United States, the Office of Intellectual Property Rights in the U.S. Department of Justice (www.usdoj.gov/oipr/) will assist businesses in the development of an enforcement strategy in the U.S. and in foreign countries.

To save time and money in the long run, NAMM members should consider establishing and maintaining files for collecting documents relating to your intellectual property, such as: (1) Records, letters, invoices, receipts and other documents related to the adoption, first use, registration and ownership of your intellectual property; (2) copies of advertisements that use your intellectual property, dated as of their appearance, together with records of company expenses for that advertising; (3) yearly summaries of the amount of product sold that features the intellectual property; (4) records relating to any changes in the intellectual property; and (5) any demand letters to others who try to pirate your intellectual property.

Conclusion

Although national laws are becoming increasingly harmonized through the effects of international treaties, intellectual property laws – including the procedures and costs of acquisition, registration and enforcement of intellectual property rights – may still vary from country to country. NAMM strongly encourages members to take appropriate steps to establish, protect and enforce their intellectual property rights in the United States and in other countries.

This document is the property of NAMM. NAMM's intellectual property materials are proprietary products of NAMM and must be referenced in their entirety. Please do not copy or distribute portions of this document that dilute the context of the complete document intent. If you have further questions regarding NAMM's Intellectual Property Rights policies, please contact us at Legal@namm.org.

National Association of Music Merchants

As the leading global association for the music products industry NAMM supports the protection of intellectual property rights (IPR). These rights are an important foundation of our industry, providing creators and innovators with necessary benefits of their creativity. These rights come in various legal forms, such as copyrights, trademarks, patents, trade secrets and other inherent authorship rights recognized in many countries. NAMM urges its members to develop protection and enforcement programs for their creative endeavors in consultation with an attorney experienced in the field of intellectual property rights.

NAMM's POSITION: NAMM condemns counterfeiting and infringement. NAMM is committed to the principle that intellectual property rights are to be respected, and that the use of intellectual property rights without the consent of the owner or otherwise pursuant to law violates rights of authors, inventors and corporations. Copyrights, trademarks, patents, and other forms of intellectual property are protected by state and federal laws in the United States and by the laws of other countries. At NAMM, we believe that inventors, manufacturers, publishers, and other creators and owners of intellectual property are entitled to protect their rights in accordance with the law. However, as a neutral trade association, NAMM cannot become involved in member/exhibitor disputes or provide legal advice regarding intellectual property rights.

AT THE NAMM TRADE SHOWS AND EVENTS: From time to time, disputes arise among the members of the National Association of Music Merchants ("NAMM") regarding ownership of, or infringement of, intellectual property rights. NAMM condemns counterfeiting and infringement, however as a neutral trade association, NAMM cannot serve as an arbiter of those member disputes, nor can we take a role in judicial or enforcement processes in the event that our members cannot amicably resolve their own conflicts. NAMM also cannot provide legal advice. If you believe that someone at the NAMM trade shows, functions and other events (each a "NAMM Event", and collectively, the "NAMM Events") is infringing your intellectual property rights, you will need to seek the assistance of an intellectual property attorney to help you enforce your rights through the legally available channels, whether through a court proceeding or via law enforcement officials. NAMM will allow access to the NAMM Events for law enforcement officials or servers of legal process to pursue necessary and reasonable steps in the legal process, where such actions can be taken in a manner that is not disruptive to the show.

OUR AGREEMENT WITH OUR MEMBERS: Both the NAMM membership and exhibitor applications include substantially the following terms, which members and exhibitors accepted when they signed one or more of these applications. These terms are part of a legal contract between NAMM and its members, and NAMM and its exhibitors:

By executing this application, the applicant represents and warrants to NAMM that it owns or validly possesses the right (through a valid license) to make, use, perform, sell and display any patented products, copyrighted works, trademarks, service marks, logos, and trade names (collectively, "Intellectual Property"), as the case may be, that will be used by the applicant at, or to promote its activities, at any NAMM events or functions. The applicant further represents and warrants that it has the right to use or display the Intellectual Property in the manner in which it intends to use or display the Intellectual Property at NAMM events and functions. Breach of the foregoing warranties may lead to immediate revocation of the right to participate in such events or functions, without notice or hearing. The applicant acknowledges that NAMM is relying upon this representation and warranty and has no obligation to monitor the uses and displays of Intellectual Property at NAMM events or to conduct an independent investigation of the status of rights to any Intellectual Property. The applicant covenants not to sue, file or maintain any action in law or in equity against NAMM or any NAMM personnel alleging that any use or display by any third party of Intellectual Property at or in connection with any NAMM event or function infringes or otherwise violates any right or title held by the applicant or any of its officers, directors, and owners. The applicant further covenants not to sue, file, or maintain any action in law or in equity, or threaten to take any such actions, against NAMM or any NAMM personnel for contributory infringement, or any other theory that NAMM is indirectly or secondarily liable for the intellectual property violation of another party. The applicant agrees to hold harmless and indemnify NAMM and NAMM's officers, directors, employees, agents, and representatives from and against any and all loss, cost, expense, claim, liability or damage, including reasonable attorney's fees, arising in connection with the applicant's conduct in connection with any NAMM event or function, including but not limited to, any action brought against NAMM and any cost incurred by NAMM, arising out of any dispute involving the Intellectual Property used or displayed by the applicant.

This means that each exhibiting member has legally warranted to NAMM that it owns (or holds appropriate legal rights and permission to use) all the intellectual property rights it is using at the NAMM Events. If a third party sues NAMM because of an alleged violation of intellectual property rights by a member at any NAMM Event, that member has agreed to indemnify and defend NAMM by paying NAMM for any damages it is forced to pay and reimbursing all of NAMM's expenses and costs, including its attorneys' fees, incurred in its defense. Each member similarly agrees not to sue NAMM under any theory, or threaten to sue NAMM, over any alleged infringement of intellectual property rights by a third party.

If NAMM learns that a possible infringement of intellectual property is expected to occur at a NAMM Event, NAMM endeavors to bring the above contract terms to the attention of all concerned and seeks the confirmation of all parties that they will abide by such terms. We trust that, in

such circumstances, our members will understand that NAMM does not mean to cast aspersions on any member and is not assuming or implying that infringement has occurred or will occur, but is only acting to protect the interests of NAMM, so that we can continue to pursue our purpose, which is to provide programs and activities for the benefit of the music products industry.

NAMM does not take sides in intellectual property disputes between its members or third parties, nor is it willing to be drawn into any disputes between members and/or third parties over intellectual property rights. However, if NAMM determines with reasonable certainty, in its sole discretion, that an intended use of intellectual property constitutes a violation of another's rights, NAMM reserves the right to impose restrictions on the actions of members and/or exhibitors during a NAMM Event.

NAMM's INTELLECTUAL PROPERTY RIGHTS: NAMM owns all right, title and interest in its intellectual property and expects its rights to be respected. NAMM's intellectual property rights include, but are not limited to, ownership of copyrights on its programs and materials, and ownership of trademarks in "NAMM," "THE NAMM SHOW," "The International Music Products Association," and other marks, in the United States and internationally. NAMM also owns the "NAMM.com," "NAMM.org," and other internet domain names. NAMM expects its intellectual property rights to be respected, and will take action against infringers. Members may use the initials "NAMM" or the words "National Association of Music Merchants" and specifically approved logos solely for the purpose of reasonably and accurately indicating to others that they are legitimately exhibiting at NAMM Events. All other uses of NAMM's intellectual property rights (unless expressly authorized in writing by NAMM) are strictly prohibited, for example:

- i. Modification or removal of NAMM marks or copyright notices from NAMM publications;
- ii. Use of any NAMM mark on any goods or services, without express authorization;
- iii. Use of any NAMM mark as part of a company name, domain name, or e-mail address;
- iv. Use of any marks that are "confusingly similar" to NAMM marks;
- v. And imitation of NAMM publications, products, and services.

This document is the property of NAMM. NAMM's intellectual property materials are proprietary products of NAMM and must be referenced in their entirety. Please do not copy or distribute portions of this document that dilute the context of the complete document intent.

If you have further questions regarding NAMM's Intellectual Property Rights policies, please contact us at Legal@namm.org.

How to Capitalize on Media Opportunities at Summer NAMM

Please consider the following tips for *effective PR outreach* before and during Summer NAMM:

1. **BEFORE the Show** begins, you can email Jeanne O'Keefe at The Lippin Group, namm@lippinggroup.com, or Lora Bodmer, NAMM's PR Director, lorab@namm.org, to inform them of interesting new products or news related to your brands at the show.
2. Post a **PDF press kit** or other company news to www.NAMM.org:
<https://www.namm.org/summer/2015/exhibitors/tools>. Exhibitors are allowed to upload one PDF per company. Maximum file size is 50 MB. Uploaded media kits will be displayed in the NAMM Virtual Media Center at <https://www.namm.org/summer/2015/media-center>.
3. Email **celebrity and artist appearances** to ar@namm.org. This will help NAMM create PR opportunities for Exhibitors, publicize the appearance to attendees and provide a seamless and exclusive NAMM experience for celebrity guests.
4. Submit new product news and booth event information to the **trade media** providing daily news updates from the show:
Upbeat Daily/Music Inc. – editor@upbeadtaily.com
The Music Trades – brian@muzictrades.com
MMR – cwissmuller@timelesscom.com
Music & Sound Retailer – dferrisi@testa.com
5. Request an attending **media list** for Summer NAMM starting June 1, 2015, by emailing namm@lippinggroup.com.
6. Mention your booth number in news posts related to your appearance at Summer NAMM across **social media** outlets. Media will be following these feeds to find angles for coverage during the show.
 - o Follow, then tag updates with @NAMMShow on Twitter, @thenammshow on Instagram and “@The NAMM Show” on Facebook
 - o Use the hashtag “#NAMM”
 - o Title and tag YouTube videos with “Summer NAMM 2015.”
7. **Visit the NAMM Media Desk** staff on-site at the Music City Center to inform them of artist or celebrity appearances, demos and other interesting events that the media should be made aware of. Often, a TV crew or other members of media will visit the Media Desk to ask, “What’s happening now?” Help NAMM help YOU!

To discuss media opportunities at Summer NAMM, please contact Jeanne O'Keefe at The Lippin Group (323) 965-1990, namm@lippinggroup.com or Lora Bodmer at NAMM lorab@namm.org.



Additional Exhibitor Listing

JULY 9 – 11, 2015 • MUSIC CITY CENTER • NASHVILLE, TENNESSEE

ADDITIONAL LISTINGS

Only Use This Form to List an Exclusive Brand Name.

Note: All Companies/Brands represented in your exhibit space must be current NAMM Members.

Sharing companies must submit a separate Shared Exhibit Space Application/Contract.

1. Entries must be typed or printed on the form provided. Photocopies of this form are acceptable; however, attachments will not be accepted.
2. All additional listings will be listed in standard alphabetical order unless indicated otherwise. (See below.)
3. NAMM will not be responsible for illegible handwritten entries, incorrect spelling or omissions.
4. Listings must be accompanied by a non-refundable \$75 processing fee.
5. This form with payment must be received on or before June 5, 2015. Please email to: tradeshow@namm.org, or fax to: (760) 438-7327, or mail to: NAMM - Trade Show Department, 5790 Armada Drive, Carlsbad, CA 92008 with credit card information. (See below.)

EXHIBITOR LIST INFORMATION

Exclusive Brand Name: _____ Alphabetize under letter (printed directory only): _____
(Exclusivity not required between brand owner and licensee or distributor)

Exhibiting Company Name: _____ Booth # (for NAMM use only) _____

Address: _____ Check box if this is a new address

City, State, Zip, Country: _____

Phone # (optional): _____ Fax (optional): _____

Toll-free # (optional): _____

Email (optional): _____ Website (optional): _____

PLEASE CHECK APPROPRIATE BOX(ES) BELOW

Primary Category will appear in the exhibitor list

Audio & Recording
 Brass
 Computer
 DJ
 Fretted Instruments

Keyboards
 Lighting
 Media
 Musical Education Resources
 Musical Novelties & Gifts

Percussion
 Retail Support
(Financing, Store Fixtures, Business Software)
 String & Bow
 Woodwind

PAYMENT INFORMATION

CREDIT CARD: VISA MASTERCARD AMERICAN EXPRESS

Card #: _____ Expiration Date: _____ Security Code: _____

Cardholder's name: _____

Cardholder's Billing Address: _____

City, State, Zip, Country: _____

Make checks payable to **NAMM**: Check Number: _____ Amount: _____

INTELLECTUAL PROPERTY, MUSIC LICENSING AND USE OF COPYRIGHTED WORKS: By executing this Contract, Exhibitor represents and warrants to NAMM that Exhibitor owns or validly possesses the right to make, use, perform, sell and display any patented products, copyrighted works, trademarks, service marks and trade names (collectively, "Intellectual Property"), as the case may be, used by Exhibitor at or to promote its activities at the Event and all affiliated events, including but not limited to in the show directory. Exhibitor will be responsible for securing any and all necessary licenses or consents for (a) any performances, displays or other uses of copyrighted works, trademarks or patented inventions or designs and (b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by others. Exhibitor or its agent(s) agree not to allow any musical work protected by copyright to be staged, produced, or otherwise performed, via either "live" or mechanical means, by or on behalf of Exhibitor at Event or any Event-related activity, unless Exhibitor or agent(s) has previously obtained written permission from the copyright owner, or the copyright owner's designee (e.g., ASCAP, BMI, or SESAC) for this use. Exhibitor accepts full and complete responsibility for the performance of all obligations under any agreement permitting the use of the music, including, but not limited to all obligations to report data and to pay royalty fees.

Exhibitors agree not to sue NAMM for contributory infringement or any other theory that NAMM is indirectly or secondarily liable for the intellectual property violation of another party, or threaten to do so. Exhibitor understands and agrees that NAMM is relying upon the above representation and warranty and has no obligation to monitor or stop the uses and displays of Intellectual Property at the Event, affiliated events or in the show directory, or to conduct an independent investigation of the status of rights to any Intellectual Property or allegedly

infringing Intellectual Property. Notwithstanding anything to the contrary, Exhibitor covenants not to sue, file or maintain or threaten any action in law or in equity against NAMM, the Exhibition Facility or the City of Nashville or their respective owners, directors, officers, employees, representatives and agents alleging that any use or display by any third party of Intellectual Property at or in connection with the Event, including but not limited to in the show directory, infringes or otherwise violates any right or title held by Exhibitor or any of its owners, directors, officers, employees, representatives and agents.

Exhibitor agrees to indemnify, defend and hold harmless NAMM, the City of Nashville and the Exhibition Facility and their respective directors, officers, employees, agents, and representatives from and against any claim of liability and any incident or resulting loss, cost or damage, including, but not limited to reasonable attorney and expert witness fees, and all other associated costs of lawsuits, and remedies concerning the show directory, for failure or alleged failure to obtain these licenses or consents or for infringements of Intellectual Property, including without limitation copyright, patent, or the unauthorized use of a registered trademark or service mark or other violations of the property or proprietary rights, or the rights of privacy or publicity of any third party arising from, related to or in connection with the Event, including but not limited to in the show directory.

PRIVACY CONSENT LANGUAGE FOR NAMM COMMUNICATIONS: Whenever I provide email address(es) and fax number(s) to NAMM, above or otherwise, the business and I are consenting to receive NAMM communications by email and fax, including, but not limited to, trade show/ hotel registration notices and invoice reminders, as well as promotions of NAMM's various programs and services provided as benefits of Membership.



5790 Armada Drive, Carlsbad, CA 92008 • Phone: 760.438.8001 Fax 760.438.7327 • www.namm.org

DEADLINE: June 12, 2015

An Exhibitor Appointed Contractor (EAC) is any individual or companies hired to set-up and dismantle or provide service to your booth who is not an employee of your company. **EAC's include but are not limited to Installation and Dismantle Contractors, Booth Designers and Builders, Non-Official Florists, Furniture Suppliers, Piano Movers and Laborers.**

Exhibitors are required to submit a completed EAC form for each Contractor and Sub-Contractor (this includes but is not limited to third-party Contractors) to NAMM no later than June 12, 2015. Exhibitors are responsible for ensuring that their EAC's have the proper insurance and can provide this on-site if necessary. All insurance certificates should be emailed to sales@rainprotection.net.

Exhibitors will be required to contact Freeman for labor services. Exhibitors are required to adhere to the union contracts in effect between the Service Contractor, Freeman and the Music City Center.

For electrical, plumbing, telephone, material handling, rigging and booth cleaning, the exclusive Service Contractor or facility must be used. No exceptions will be made.

This form will only be accepted if COMPLETED and SUBMITTED by the EXHIBITING Company.

Print or type all information (Form may be copied as needed)

Exhibiting Company: _____ Booth Number: _____

Authorized by (Name and Title): _____

Signature: _____ Member Number: _____

Phone #: _____ Fax: _____ Email: _____

Contractor Company Name: _____

Contact Person: _____

Address: _____ City, State, ZIP: _____

Phone #: _____ Cell/Mobile Phone: _____ Email: _____

Sub-Contractor (if applicable): _____

Contact Person: _____

Address: _____ City, State, ZIP: _____

Phone #: _____ Cell/Mobile Phone: _____ Email: _____

DEADLINE: June 12, 2015Email Form to erinc@namm.org

An Exhibitor Appointed Contractor (EAC) is any individual or companies hired to set-up and dismantle or provide service to your booth who is not an employee of your company. EAC's include but are not limited to Installation and Dismantle Contractors, Booth Designers and Builders, Non-Official Florists, Furniture Suppliers, Piano Movers and Laborers.

Following are the insurance certificate requirements:

1. **NAMM, the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County, and the City of Nashville shall be added as additional names insured on the Exhibitor Appointed Contractor's "Comprehensive General Liability Insurance" policy.**
2. The Exhibitor Appointed Contractor shall keep an original insurance certificate on-site at all times, to evidence the insurance coverage required herein. **An original signed certificate of insurance will only be accepted if it has met the requirements: If there are any insurance questions, email Rainprotection at sales@rainprotection.net.** All insurance carried by an Exhibitor Appointed Contractor shall be maintained in force by the Exhibitor Appointed Contractor as long as it is engaged in any set-up and/or disassembly work at the NAMM Show or Summer NAMM.
3. Coverage must be provided for all show days as well as move-in and move-out days, July 6–12, 2015, inclusive ("Required Period of Coverage").
4. Workers' Compensation and Employers' Liability Insurance or equivalent insurance with a policy limit of not less than \$1,000,000. Occupational Diseases Insurance as required by the laws of all governmental bodies having jurisdiction.
5. Comprehensive General Liability Insurance, including Contractual Liability Insurance with (1) minimum limits of not less than \$1,000,000 each occurrence of bodily injury and death, and \$1,000,000 each occurrence for property damage, or (2) minimum combined single limit of not less than \$2,000,000 each occurrence for bodily injury and death and property damage.
6. Automobile Liability Insurance covering all owned, non-owned and hired vehicles used in the set-up and disassembly services with (1) minimum limits of not less than \$250,000 each person and \$500,000 each accident for bodily injury and \$500,000 each accident for property damage, or (2) a minimum combined single limit of not less than \$1,000,000 each accident for bodily injury and property damage.
7. The Exhibitor Appointed Contractor's insurance certificate must also include a statement by the insurance carrier that the carrier shall not cancel the coverage evidenced by the certificate without giving NAMM thirty (**30**) days prior written notice.
8. Excess Liability Umbrella Form policy requirements with minimum limits (1) of not less than \$1,000,000 Each Occurrence and (2) \$1,000,000 Aggregate.

In the event that the insurance coverage required herein expires at any time during the Required Period of Coverage, the Exhibitor and/ or the Exhibitor Appointed Contractor agree to obtain a new certificate of insurance prior to the expiration date of the policy or policies set forth in the certificate of insurance; any such new certificate shall meet all the requirements set forth herein for the remainder of the Required Period of Coverage.

Exhibitors using the services of Exhibitor Appointed Contractors agree to waive any and all claims against NAMM that may arise due to the Exhibitor Appointed Contractor's inability or failure to continue or complete any set-up and/or disassembly services by virtue of the lapse or cancellation of the Exhibitor Appointed Contractor's required insurance.

See Certificate of Insurance Sample located within this Service Manual**For all certificate of insurance submittals and questions:**www.rainprotection.net

(800) 528-7975

sales@rainprotection.net

ACORD™ CERTIFICATE OF LIABILITY INSURANCE					DATE (MM/DD/YY)
PRODUCER		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERNS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.			
INSURANCE COMPANY NAME Address Phone & Fax		INSURERS AFFORDING COVERAGE			
INSURED EXHIBITING COMPANY NAME Address Phone & Fax		INSURER A: INSURER B: INSURER C: INSURER D: INSURER E:			
COVERAGES					
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.					
INSR LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> PROFESSIONAL LIABILITY <input type="checkbox"/> IS CLAIMS MADE <input type="checkbox"/>	CPP1000000	07/01/14	07/01/15	GENERAL AGGREGATE \$1,000,000 PRODUCTS - COMP/OP AGG \$1,000,000 PERSONAL & ADV INJURY \$1,000,000 EACH OCCURRENCE \$1,000,000 FIRE DAMAGE (Any one fire) \$50,000 MED EXP (Any one person) \$5,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS <input type="checkbox"/>	CA20000000	07/01/14	07/01/15	COMBINED SINGLE LIMIT \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE: \$ AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EACH ACCIDENT: \$ AGGREGATE: \$
A	GARAGE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> <input type="checkbox"/>				EACH OCCURRENCE \$1,000,000 AGGREGATE \$1,000,000
A	EXCESS LIABILITY <input checked="" type="checkbox"/> UMBRELLA FORM <input type="checkbox"/> OTHER THAN UMBRELLA FORM	UMB3000000	07/01/14	07/01/15	<input checked="" type="checkbox"/> WC STATUTORY LIMITS EL EACH ACCIDENT \$1,000,000 EL DISEASE - POLICY LIMIT \$1,000,000 EL DISEASE - EA EMPLOYEE \$1,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY THE PROPRIETOR/ PARTNERS/EXECUTIVE <input type="checkbox"/> INCL OFFICERS ARE: <input type="checkbox"/> EXCL	WC4000000	07/01/14	07/01/15	<input checked="" type="checkbox"/> WC STATUTORY LIMITS EL EACH ACCIDENT \$1,000,000 EL DISEASE - POLICY LIMIT \$1,000,000 EL DISEASE - EA EMPLOYEE \$1,000,000
	HEALTHCARE PROFESSIONAL LIABILITY				
DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS					
Summer NAMM, July 6-12, 2015 NAMM, the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County, and the City of Nashville are named as Additional Insured.					
CERTIFICATE HOLDER			CANCELLATION		
NAMM 5790 Armada Drive Carlsbad, CA 92008			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL 30* DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT *FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE COMPANY, ITS AGENTS OR REPRESENTATIVES. <small>AUTHORIZED REPRESENTATIVE</small>		
ACORD 25-S (1/95) ACORD CORPORATION 1988					

BOOTH OPTIONS

The following display rules and regulations will be strictly enforced by NAMM and its representatives on the show floor. They were developed by the Exhibit Designers and Producers Association and the International Association for Exposition and Events and are considered the industry standard.

It is NAMM's intention to operate Summer NAMM as a cost-effective event that is moderately sized and held in a relaxed atmosphere. In keeping with this direction, NAMM is requesting that **Exhibitors construct single-story displays only. Hanging signs or other items from the ceiling is prohibited.**

Exhibitors with new booth designs or variance requests need to submit their requests in writing to NAMM no later than June 26, 2015. After careful review, reasonable deviations may be permitted provided written approval is received from NAMM. Variances are valid for the current show only. NO REQUEST WILL BE ACCEPTED OR APPROVED ON SHOW SITE.

► Small Booths – Option 2

Linear Booth guidelines will apply to small booths.

► Table Top Exhibits – Option 3

Table top booths have only one side exposed to the aisle and are generally arranged in a series along a straight line. This space is carpeted.

Each five feet (5') wide x six feet (6') deep table top exhibit will include:

- (1) 4' wide x 30" high draped display table (show colors)
- (1) 7" x 44" ID Sign
- (1) 8' high draped back wall and 36" draped divider rails in color-coordinated drapery

Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

► Linear Booth

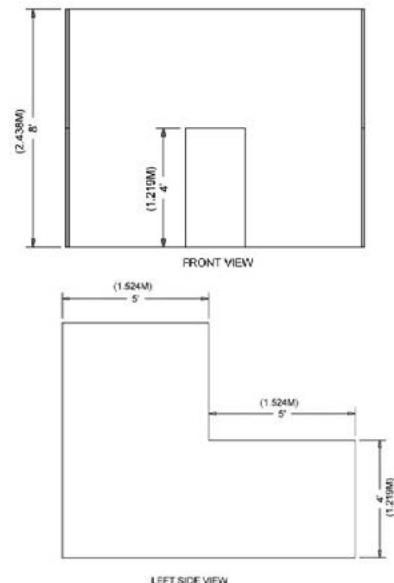
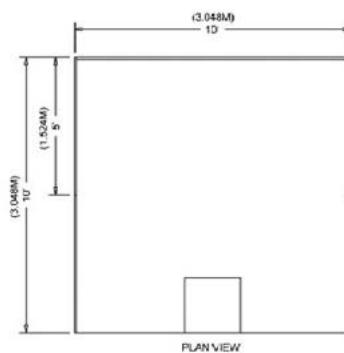
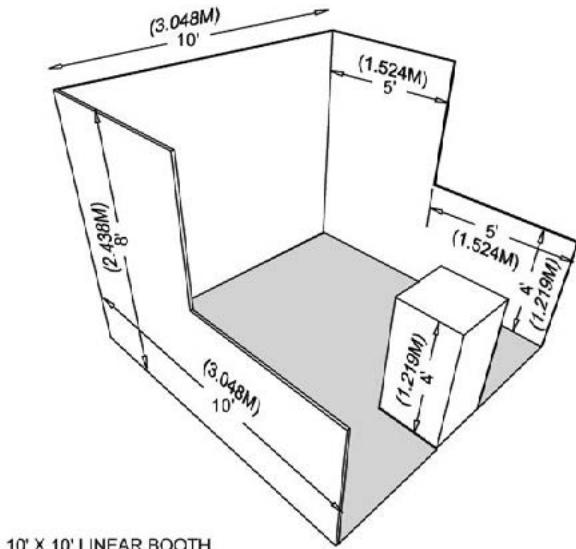
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of ten feet (10ft) (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly ten feet (10ft) (3.05m) wide and ten feet (10ft)(3.05m) deep, i.e., 10' x 10' (3.05m x 3.05m). A maximum back wall height limitation of eight feet (8ft)(2.44m) is generally specified.

Use of Space

Regardless of the number of Linear Booths utilized, e.g., 10' x 20' (3.05m x 6.10m), 10' x 30' (3.05m x 9.14m), 10' x 40' (3.05m x 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring Exhibitors. The maximum height of eight feet (8ft)(2.44m) is allowed only in the rear half of the booth space, with a four-foot (4ft) (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4ft)(1.22m) height limitation is applied only to that portion of exhibit space which is within ten feet (10ft)(3.05m) of an adjoining booth.



Reprinted with expressed consent of IAEE from "2005 Update Guidelines for Display Rules and Regulations."

► Corner Booth

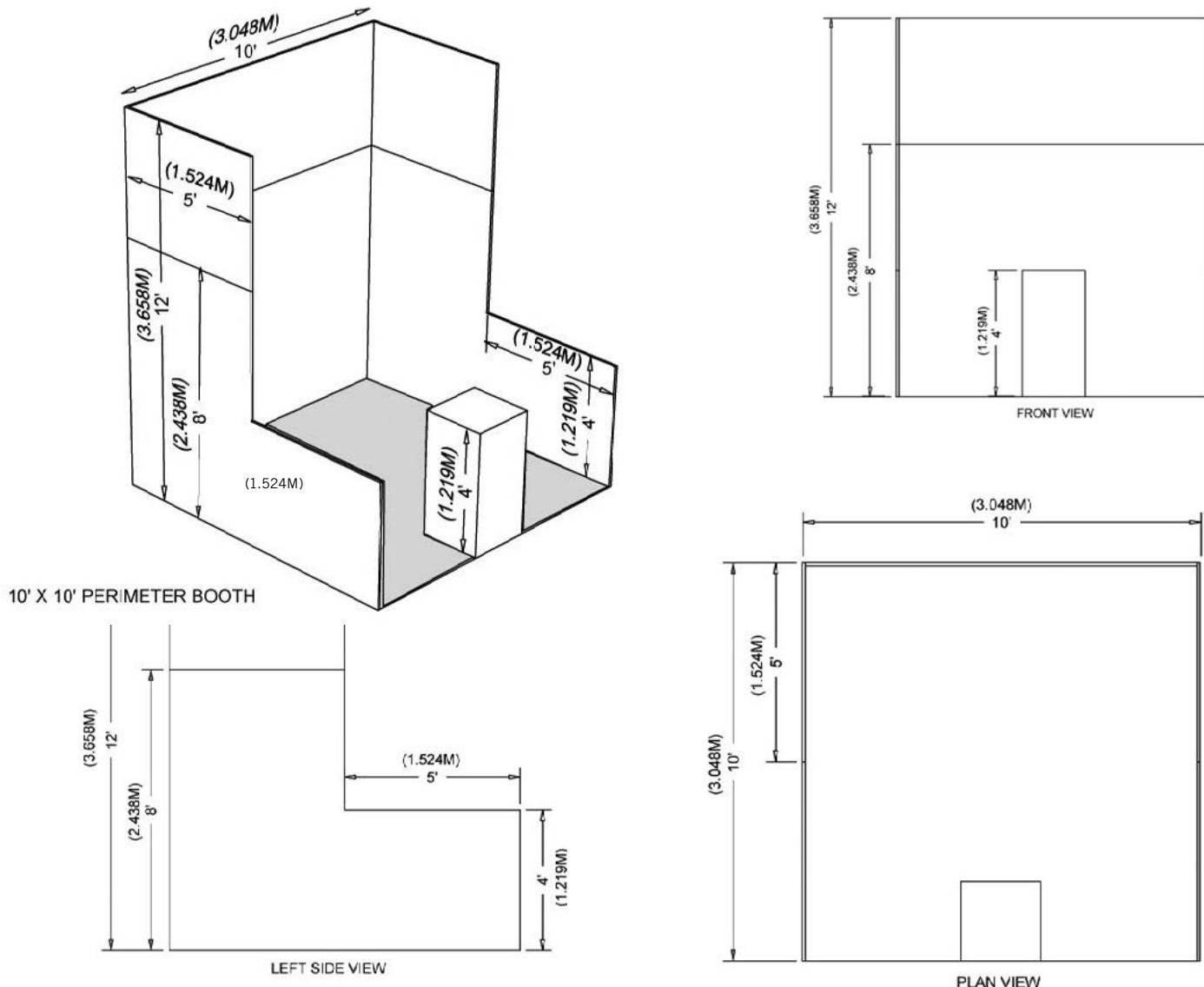
A Corner Booth is a Linear Booth exposed to aisles on two (2) sides. All other guidelines for Linear Booths apply.

► Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. Perimeter Booth will include 8' high draped back wall and 36" draped rails in color-coordinated drapery.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is twelve feet (12ft) (3.66m).

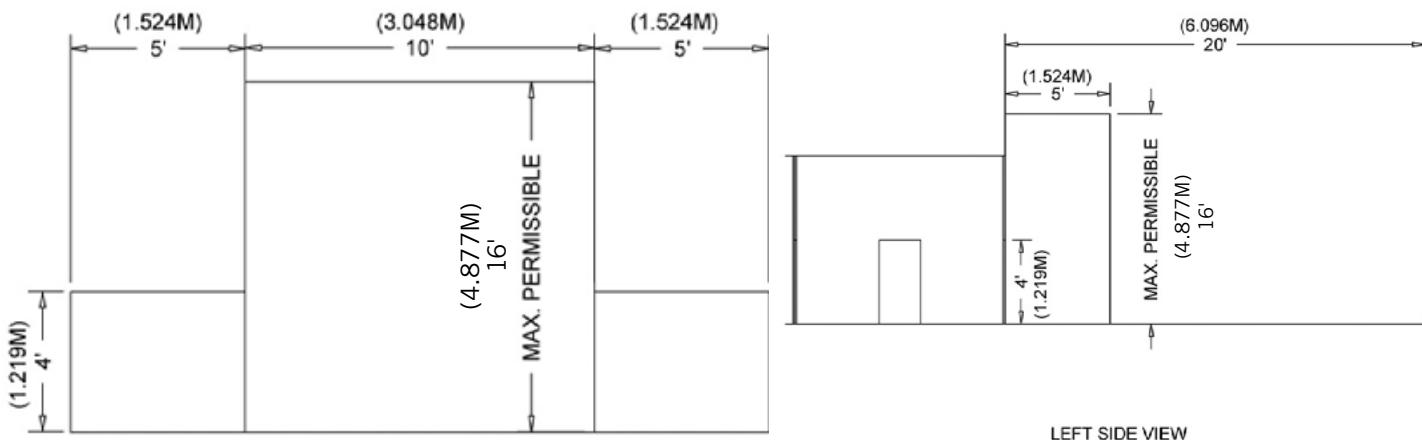


► Peninsula Booth

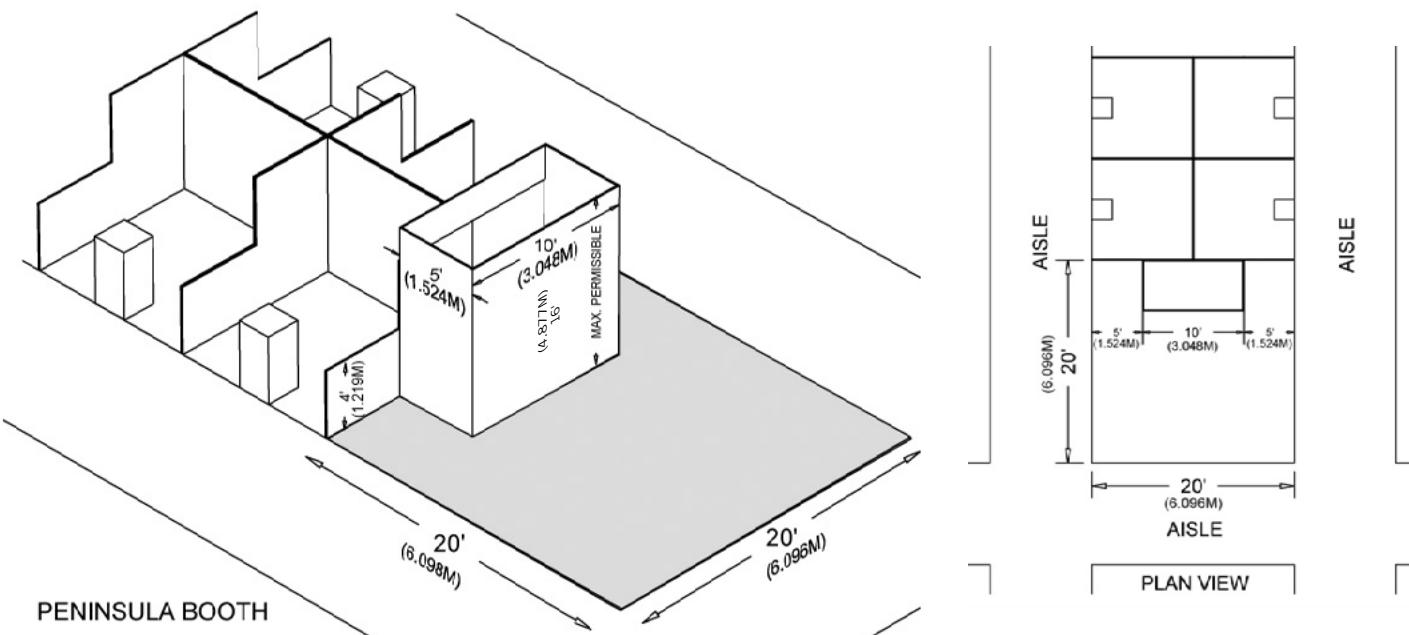
A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four 10' x 10' (3.05m x 3.05m) booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs up to another Peninsula Booth and is referred to as a "Split Island Booth." Peninsula Booth will include back wall drape consisting of (2) 36"x 5 and 8'Hx10'W color-coordinated drapery.

Dimensions

A Peninsula Booth is usually 20' x 20' (6.1m x 6.1m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4ft)(1.22m) high within five feet (5ft)(1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16ft)(4.78m) is the maximum height allowance, including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10ft)(3.05m) from adjacent booths. **Double-deck booths are prohibited.**

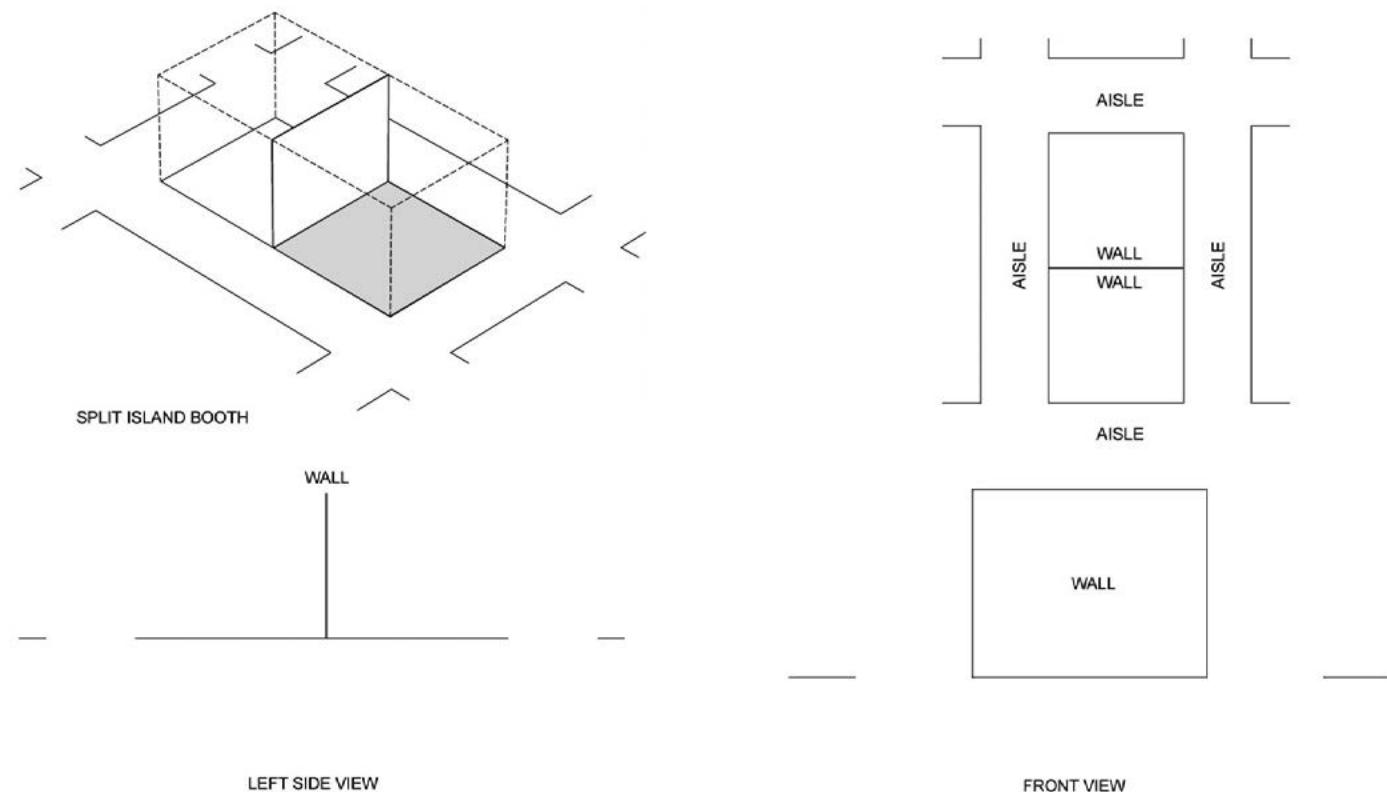


FRONT VIEW



► Split Island Booth

A Split Island Booth is a Peninsula Booth that shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line-of-sight restrictions. Sixteen feet (16ft)(4.87m) is the maximum height allowance, including signage. Eight-foot (8ft)(2.44m) high “pipe and drape” is included with this configuration. Double-sided signs, logos and graphics shall be set back ten feet (10ft)(3.05m) from the adjacent booth. **Double-deck booths are prohibited.**

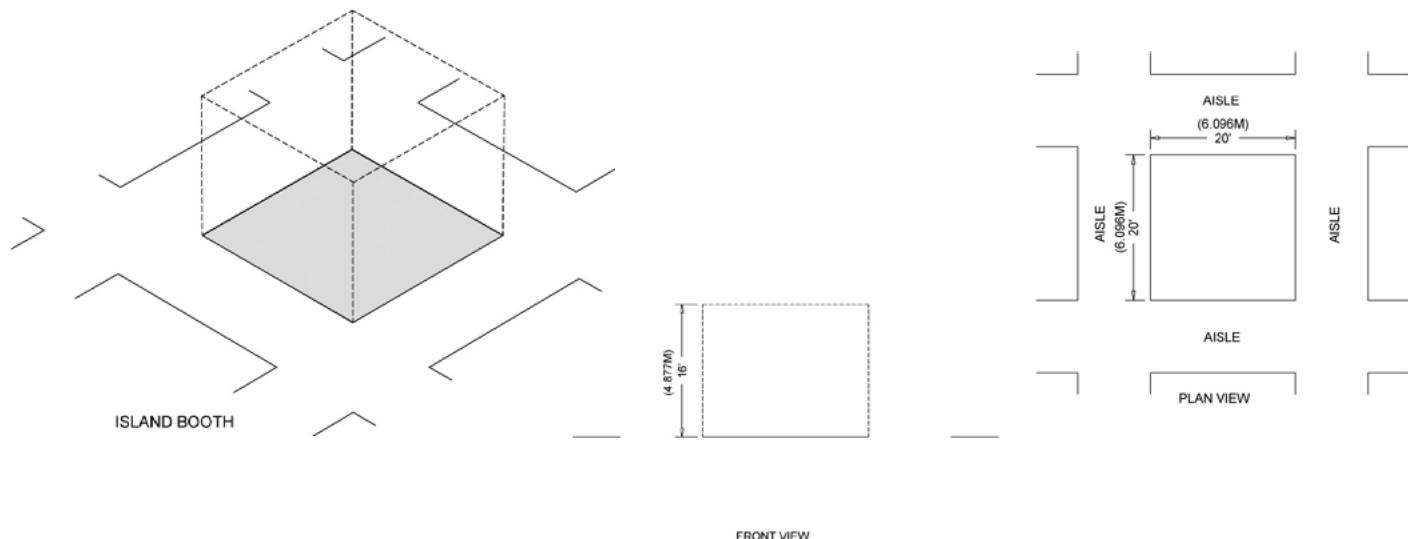


► Island Booth

An Island Booth is any size booth exposed to aisles on all four sides. Drape is not included for Island Booths.

Dimensions and Use of Space

An Island Booth is typically 20' x 20'(6.1m x 6.1m) or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, which is sixteen feet (16ft)(4.87m), including floor-supported signage. **Double-deck booths are prohibited.**

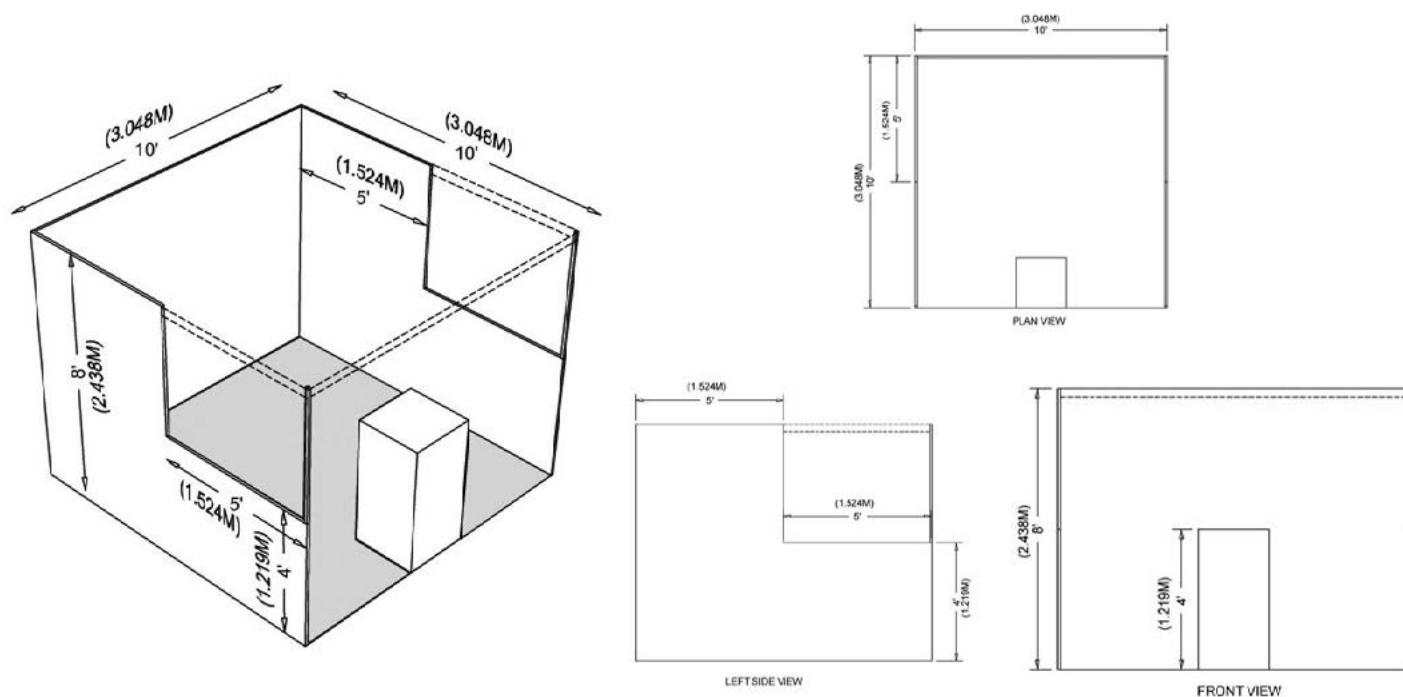


OTHER IMPORTANT CONSIDERATIONS

► Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line-of-sight requirements (see "Use of Space" for Linear or Perimeter Booths).

The base of the Canopy should not be lower than seven feet (7ft)(2.13m) from the floor within five feet (5ft)(1.52m) of any aisle. Canopy supports should be no wider than three inches (.3in)(.08m). This applies to any booth configuration that has a sight-line restriction, such as a Linear Booth. Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc. Smoke alarms will be required in any covered booth.



► Truss and Lighting

Exhibitors are cautioned when installing a display with trussing to comply with the permissible height corresponding to their booth configuration (for example, the highest point of any truss may not exceed the maximum allowable height for the booth type).

Please Note: CEILING-SUPPORTED TRUSS HANGS AND HANGING SIGNS ARE NOT PERMITTED.

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting must be directed to the inner confines of the booth space. Lighting must comply with facility rules.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring Exhibitors or otherwise detract from the general atmosphere of the event.

► Tower

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Fire and Safety regulations in many facilities strictly govern the use of towers. Please submit drawings to NAMM for towers in excess of eight feet (8ft)(2.44m), as a building permit and safety/seismic lines may be required.

ISSUES COMMON TO ALL BOOTH TYPES

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from the Web site www.usdoj.gov/crt/ada/infoline.htm.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring Exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors must ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing material to be displayed upon them.

Flammable and Toxic Material

All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate should be available for inspection.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Electrical

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" (minimum 14-gauge/three-wire) flat cord that is insulated to qualify for "extra hard usage."
- Cord wiring above floor level can be "SJ" that is rated for "hard usage."
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are not recommended and are often prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in overload protectors.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

Demonstrations

As a matter of safety and courtesy to others, Exhibitors shall conduct sales presentations and product demonstrations in a manner that assures all Exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. **If crowd control is necessary, the Exhibitor is responsible for hiring adequate security and notifying NAMM prior to the show.** It is the responsibility of each Exhibitor to arrange displays, product presentations and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, product that requires artificial smoke, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3ft)(.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should be conducted only by qualified personnel.

Sound / Music

In general, Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring Exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise may not exceed 85 decibels. For additional information, please refer to the Sound Regulations in the Exhibitor's Manual.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

Unfinished Booths

Any portion of the exhibit bordering another Exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. Exhibitors with any visible unfinished portions to their booth prior to show opening may incur charges to have these portions finished on-site. **Carpeting or flooring is required.**

Fire Equipment

Fire hoses and extinguishers should be visible and accessible at all times.

Hardwall Booths

Exhibits that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

Pipe and Drape

These are commonly used at exhibitions to define exhibits. Exhibition managers often include in their Rules and Regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed.

Vehicles

Rules vary depending on the facility, but generally it is required that vehicles on display have no more than one-quarter tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. NAMM must approve any vehicle intended for exhibition by the published booth construction deadline date.